

Message Text

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FM AMEMBASSY QUITO

TO SECSTATE WASHDC 3818

INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 8809

FOR COMMERCE AND WASHINGTON ACTION STAFF

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: COMMERCIAL TASK FORCE (CTF) MEETING, DECEMBER 1974

REF: STATE 074812

1. FOLLOWING IS RESUME OF MAIN TOPICS DISCUSSED AT DECEMBER 17 CTF MEETING.

2. FY 76 AND 77 CCPS (SEE STATE A-9016): COMMERCE MESSAGE IS CONSIDERED

SOMEWHAT VAGUE REGARDING RECOMMENDATIONS SOLICITED. ALTHOUGH EMBASSY CAN PROVIDE RECOMMENDATIONS FOR FUTURE CAMPAIGNS, OBJECTIVES AND ACTIVITIES, IT PREFERS BASE THESE ON FINAL RESULTS OF ARTHUR D. LITTLE

MARKET SURVEY ON FIVE CATEGORIES WHICH WILL BE AVAILABLE IN FEBRUARY.

3. CTF MEMBERS RAISED QUESTION OF APPARENT LACK OF INTEREST BY US CAR MANUFACTURERS IN SEVERAL OPPORTUNITIES FOR VOLUME SALES OF PASSENGER CARS. FOLLOW-UPS TO TRADE OPPORTUNITY REPORTS SENT BY POSTS INDICATE THAT U.S. MANUFACTURERS, DESPITE LARGE INVENTORIES RESULTING FROM SHARPLY REDUCED SALES AT HOME, EVIDENCE LITTLE CONCERN TO PURSUE DIRECT ONE-TIME SALES OF FROM 100 - 1,000 VEHICLES TO LOCAL COOPER-
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ATIVES AND OTHER ASSOCIATIONS.

4. MINISTRY OF PUBLIC WORKS (MOP) INTEREST IN PURCHASING US\$200 MILLION IN ROAD-BUILDING EQUIPMENT ON GOVERNMENT-TO-GOVERNMENT BASIS (SEE QUITO 8569, STATE 277124): EMBASSY WILL PURSUE MOP INTEREST IN ATTEMPT TO WORK OUT SATISFACTORY ARRANGEMENT.

5. MARKET SURVEY ON BUSINESS EQUIPMENT/SYSTEMS: COMATT REPORTED THAT SURVEY HAD NOT BEEN COMPLETED, BUT THAT WORK WOULD PROCEED SO THAT REPORT COULD BE FORWARDED IN JANUARY. SURVEY IS ONLY MAJOR ACTION CALLED FOR UNDER CCP CAMPAIGNS WHICH HAS NOT BEEN COMPLETED.

6. BUSINESS MANAGEMENT TECHNICAL SALES SEMINAR: MEMBERS WERE ADVISED THAT DATE FOR QUITO PORTION OF SEMINAR IS NOW APRIL 10. USIS ALREADY HAS REQUESTED ONE OR MORE ACADEMIC SPEAKERS THROUGH OWN CHANNELS. COMMERCE IN TURN IS BEING ASKED TO ENLIST 2 - 3 REPRESENTATIVES OF U.S. SUPPLIERS OF BUSINESS/OFFICE EQUIPMENT AS ADDITIONAL SPEAKERS.

7. CATALOG EXHIBIT ON CONSTRUCTION EQUIPMENT. COMATT PROVIDED BRIEF REVIEW OF RESULTS. COMMERCIAL SECTION REGISTERED 63 MANIFESTATIONS OF INTEREST IN DIRECT PURCHASES AND/OR AGENCIES, AND IS FORWARDING EXPRESSIONS TO PERTINENT U.S. FIRMS FOR FOLLOW-UP. FIRST NATIONAL CONSTRUCTION FAIR DID NOT ATTRACT AS MANY BUSINESSMEN AS ANTICIPATED. (REPORT FOLLOWS).
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